

Overview

Programme Code	46586
Programme Title	Business with Events Management
Awarding Institution	Liverpool John Moores University
Programme Type	Degree with Foundation

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours (Fnd) - BAHF	N/A

Alternate Award Names	
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Partner Name	Partnership Type
Van Lang University	Franchised

External Benchmarks

Subject Benchmark Statement	UG-Business and Management (2019)
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Full-Time, Face to Face	September	Van Lang University	45 Months

Aims and Outcomes

Educational Aims of the Programme	The curriculum is designed to comply with the QAA General Business and Management Subject Benchmark, published as part of the national academic infrastructure. The BA (Hons) Business with Events Management Foundation programme aims to produce graduates who have: Acquired knowledge of business theories, models and techniques and issues rigorously and who have the practical skills needed within the business and events management environment. Developed the knowledge and skills necessary for a successful career in business or to undertake a further academic study. Developed the personal and key skills to enable them to work effectively on their own and within teams and to be able to meet the challenges of working in a changeable business environment. Developed knowledge and skills in events management.
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Learning Outcomes

Code	Number	Description
PLO1	1	Demonstrate a comprehensive understanding and ability to analyse and evaluate the nature, structure, functions, processes and of business organisations and events management implications.
PLO2	2	Apply the skills necessary for academic study and enquiry
PLO3	3	Select, use and evaluate information from a variety of sources.
PLO4	4	Apply theoretical concepts, practical techniques and skills to the solution of complex problems.
PLO5	5	Analyse and interpret quantitative and qualitative data.
PLO6	6	Utilise judgement to draw appropriate conclusions and make recommendations.
PLO7	7	Analyse, evaluate and synthesise theoretical and applied knowledge and information to develop a coherent understanding and conclusion.
PLO8	8	Develop own leadership, team-working and other personal qualities necessary for an events management career.
PLO9	9	Apply problem solving and decision making skills.
PLO10	10	Act with increasing autonomy to conduct research into business and management issues.
PLO11	11	Develop a range of work-related skills that demonstrates business acumen.
PLO12	12	Understand the role and management of finance in a business organisation recognising its development and implications.
PLO13	13	Utilise appropriate ICT software and critically evaluate internet sources.
PLO14	14	Plan, manage, review and evaluate own learning.

PLO15	15	Work effectively on their own and as part of a team.
PLO16	16	Utilise problem-solving skills in a variety of theoretical and practical situations.
PLO17	17	Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines.
PLO18	18	Learn independently in the spirit of critical enquiry.
PLO19	19	Communicate effectively with a wide range of individuals utilising a variety of appropriate media.
PLO20	20	Apply the business and events management concepts and philosophy to private, public and not-for-profit sector organisations.
PLO21	21	Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
PLO22	22	Analyse the contemporary issues in business and events management.
PLO23	23	Apply a range of theoretical concepts to practical organisational or industry sector issues or problems.
PLO24	24	Demonstrate knowledge of the business communications tools and the need for integration.
PLO25	25	Demonstrate detailed knowledge of business and events management.
PLO26	26	Demonstrate an awareness of strategic, legal and ethical issues affecting business organisations.

Course Structure

Programme Structure Description

Programme Structure - 520 credit points	
Level 3 - 120 credit points	
Level 3 Core - 120 credit points	CORE
[MODULE] 3500VLUFND Developing Skills for Business Approved 2022.01 - 20 credit points	
[MODULE] 3501VLUFND Understanding Business Organisations and Operations Approved 2022.01 - 20 credit points	
[MODULE] 3502VLUFND Essentials of Management Approved 2022.01 - 20 credit points	
[MODULE] 3505VLUFND Programme Case Study Approved 2022.01 - 20 credit points	
[MODULE] 3506VLUFND Academic English Skills 1 Approved 2022.01 - 20 credit points	
[MODULE] 3507VLUFND Academic English Skills 2 Approved 2022.01 - 20 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4500VLUBW Business and Economic Decisions Approved 2022.01 - 20 credit points	
[MODULE] 4501VLUBW Contemporary Business Issues Approved 2022.01 - 20 credit points	
[MODULE] 4502VLUBW Academic and Business Skills Approved 2022.01 - 20 credit points	
[MODULE] 4503VLUBW Marketing for Business Approved 2022.01 - 20 credit points	
[MODULE] 4504VLUBW Finance and Accounting Skills Approved 2022.01 - 20 credit points	
[MODULE] 4505VLUBW Fundamentals of Management Approved 2022.01 - 20 credit points	
Level 5 - 140 credit points	
Level 5 Core - 100 credit points	CORE
[MODULE] 5502VLUBW Organisational Behaviour Approved 2022.01 - 20 credit points	
[MODULE] 5503VLUBW Digital Business Intelligence Approved 2022.01 - 20 credit points	
[MODULE] 5504VLUBW Research Methods Approved 2022.01 - 20 credit points	
[MODULE] 5505VLUBW Creative Event Design and Experience Approved 2022.01 - 20 credit points	
[MODULE] 5506VLUBW Event Planning and Risk Assessments Approved 2022.01 - 20 credit points	
Level 5 Optional - 40 credit points	OPTIONAL
[MODULE] 5500VLUBW Employability Skills Approved 2022.01 - 20 credit points	
[MODULE] 5501VLUBW Personal Development Approved 2022.01 - 20 credit points	
Level 6 - 140 credit points	
Level 6 Core - 100 credit points	CORE

[MODULE] 6502VLUBW Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6503VLUBW Business Consultancy Approved 2022.01 - 20 credit points	
[MODULE] 6504VLUBW Innovation and Creativity for Business Approved 2022.01 - 20 credit points	
[MODULE] 6505VLUBW Contemporary Issues in Events Approved 2022.01 - 20 credit points	
[MODULE] 6506VLUBW Event Impacts Approved 2022.01 - 20 credit points	
Level 6 Optional - 40 credit points	OPTIONAL
[MODULE] 6500VLUBW Corporate Social Responsibility Approved 2022.01 - 20 credit points	
[MODULE] 6501VLUBW Personal Development and Employment Approved 2022.01 - 20 credit points	

Approved variance from Academic Framework Regulations

Variance
This programme has an approved variance to the Academic Framework to deliver 4 x 30 credit modules at Level 3.

Teaching, Learning and Assessment

Teaching, Learning and Assessment	The acquisition of core knowledge is achieved through a range of teaching methods including lecture, seminar, tutorial and workshop. The core knowledge and understanding required for the programme determines the teaching methods used within modules. For example, lectures may be used to introduce core theories and concepts, with seminars, tutorials and workshops being utilised to build on core theories and explore in more detail further concepts, ideas and 'real-world' business issues. The ability for students to consolidate their learning has been considered and developed within modules. As well as potentially using workshops, tutorials and seminars to practice and further explore theories and concepts, students will also develop their learning through on-line activities and directed reading. In formulating the assessment strategy, the programme team aims to achieve an appropriate match between teaching and learning methods and assessment tasks in order to ensure that the programme offers variety in its assessment. The provision of formative assessment and feedback has also been considered within modules in order to provide students with the best opportunity to develop their knowledge and understanding of key subjects. Assessment methods for the programme include portfolios, presentations, research case-study, poster campaigns, on-line reflection, tests, essays, reports and examinations.
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Opportunities for work related learning

Opportunities for work related learning
The four elements of Work Related Learning (WRL): 1. Learning about oneself 2. Learning and practising skills 3. Experiencing the world of work 4. Experiencing and learning how to learn and manage oneself in a range of situations will be addressed through the continuing development of graduate skills that are embedded into the programmes as well as via campus based work related learning. With respect to elements 1, 2 and 4 the Team are of the opinion that the comprehensive mapping exercise of the graduate skills clearly demonstrates that these elements are incorporated into the Programmes, as all the skills will be taught, practised and assessed via the core modules. This approach provides students with an opportunity to follow their pathways at Level Five and Level Six that will enable them to further develop those skills that they identify as being important to them.

Entry Requirements

Type	Description
Alternative qualifications considered	Vietnam Secondary School Graduation/Year 12 completion and English level IELTS 4.0 with a minimum of 4.0 in each component.

Programme Contacts

Programme Leader

Contact Name

Link Tutor

Contact Name
Linda Walsh